DIGITAL DESKTOP PUBLISHING   STUDENT PROFILE
COURSE CODE: 5176

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING
3 - Skilled--can perform task independently with no supervision
2 - Moderately skilled--can perform task completely with limited supervision
1 - Limitedly skilled--requires instruction and close supervision
N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING
3 - Knowledgeable--can apply the concept to solve problems
2 - Moderately knowledgeable--understands the concept
1 – Limitedly knowledgeable--requires additional instruction
N - No exposure--has not received instruction in this area

A. SAFETY
3   2   1   N

__ __ __ __ 1. Review school safety policies and procedures.
__ __ __ __ 2. Review classroom safety rules and procedures.
__ __ __ __ 3. Review safety procedures for using equipment in the classroom.
__ __ __ __ 4. Identify major causes of work-related accidents in office environments.
__ __ __ __ 5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS
3   2   1   N

__ __ __ __ 1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
__ __ __ __ 2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
__ __ __ __ 3. Explain the benefits and responsibilities of being a member of a CTSO.
__ __ __ __ 4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

__ __ __ __ 5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE
3   2   1   N

__ __ __ __ 1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
__ __ __ __ 2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
__ __ __ __ 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
__ __ __ __ 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
__ __ __ __ 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
__ __ __ __ 6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
__ __ __ __ 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

__ __ __ __ 1. Demonstrate punctuality.
__ __ __ __ 2. Demonstrate self-representation.
__ __ __ __ 3. Demonstrate work ethic.
__ __ __ __ 4. Demonstrate respect.
__ __ __ __ 5. Demonstrate time management.
__ __ __ __ 6. Demonstrate integrity.
__ __ __ __ 7. Demonstrate leadership.
__ __ __ __ 8. Demonstrate teamwork and collaboration.
__ __ __ __ 9. Demonstrate conflict resolution.
__ __ __ __ 10. Demonstrate perseverance.
__ __ __ __ 11. Demonstrate commitment.
__ __ __ __ 12. Demonstrate a healthy view of competition.
__ __ __ __ 13. Demonstrate a global perspective.
__ __ __ __ 14. Demonstrate health and fitness.
__ __ __ __ 15. Demonstrate self-direction.
__ __ __ __ 16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

3 2 1 N

___ ___ ___ ___1. Demonstrate effective speaking and listening skills.

___ ___ ___ ___2. Demonstrate effective reading and writing skills.

___ ___ ___ ___3. Demonstrate mathematical reasoning.

___ ___ ___ ___4. Demonstrate job-specific mathematics skills.

___ ___ ___ ___5. Demonstrate critical-thinking and problem-solving skills.

___ ___ ___ ___6. Demonstrate creativity and resourcefulness.

___ ___ ___ ___7. Demonstrate an understanding of business ethics.

___ ___ ___ ___8. Demonstrate confidentiality.

___ ___ ___ ___9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.

___ ___ ___ ___10. Demonstrate diversity awareness.

___ ___ ___ ___11. Demonstrate job acquisition and advancement skills.

___ ___ ___ ___12. Demonstrate task management skills.

___ ___ ___ ___13. Demonstrate customer-service skills.

F. INTRODUCTION TO DESKTOP PUBLISHING

3 2 1 N

___ ___ ___ ___ 1. Define desktop publishing.

___ ___ ___ ___ 2. Demonstrate an understanding of the basic hardware/software components and input/output devices needed for desktop publishing.

G. DESIGN PRINCIPLES

3 2 1 N

___ ___ ___ ___ 1. Explain the effective uses of color theory.

___ ___ ___ ___ 2. Explain the effective use of Principle of Design.

___ ___ ___ ___ 3. Explain the effective use of Elements of Design.

___ ___ ___ ___ 4. Explain the effective use of Typography of Design.

___ ___ ___ ___ 5. Describe characteristics and uses of basic color models (e.g., RGB, CMYK).

___ ___ ___ ___ 6. Develop an understanding of basic desktop publishing terminology.

___ ___ ___ ___ 7. Understand that the focal point is the visual element that is the center of interest on the page or set of facing pages.

___ ___ ___ ___8. Use directional flow to draw the reader's eyes through the text to particular words or images that the designer wishes to emphasize.

___ ___ ___ ___9. Understand how to use white space/negative space.

___ ___ ___ ___10. Understand the rule of thirds.

___ ___ ___ ___11. Understand how to use balance, contrast, repetition, and proximity to create harmony within a publication.

___ ___ ___ ___12. Understand basic text alignment, including left, right, centered, and (full) justified.

___ ___ ___ ___13. Understand baseline, x-height, ascender, descender, and drop cap.

___ ___ ___ ___14. Recognize the difference between the two major categories of typefaces, including serif and sans serif.

___ ___ ___ ___15. Understand that fonts are grouped together in families and given a family name (e.g., Arial, Garamond).

___ ___ ___ ___16. Understand that when a style is applied to a font family it becomes a typeface.

___ ___ ___ ___17. Utilize a combination of a variety of font weights (thin, normal/regular, bold, semi-bold, heavy, black, etc.), font styles (italic), and font widths (narrow, condensed, wide, extended, etc.).

___ ___ ___ ___18. Understand points and picas.

___ ___ ___ ___19. Understand and utilize kerning, tracking, and leading.

___ ___ ___ ___20. Understand reverse type.

___ ___ ___ ___21. Understand how to use tabs and leaders.

___ ___ ___ ___22. Develop a basic understanding of the color wheel, including complementary and analogous colors.

___ ___ ___ ___23. Understand that colors are used to communicate a mood or a message and that different colors are associated with different meanings.

H. DIGITAL IMAGING

3 2 1 N

___ ___ ___ ___ 1. Understand the differences between raster/bitmap and vector images.

___ ___ ___ ___ 2. Define various types of graphic file formats.

___ ___ ___ ___ 3. Acquire digital image from multiple sources.

___ ___ ___ ___ 4. Calculate and convert images to desired sizes and resolution.

___ ___ ___ ___ 5. Edit a digital image.

___ ___ ___ ___ 6. Create simple drawings to include shapes, fills, colors, strokes, and lines.

___ ___ ___ ___ 7. Select and group objects.

___ ___ ___ ___ 8. Develop a basic understanding of layering including text wrap and opacity/watermarks.

___ ___ ___ ___ 9. Understand pixels as a unit of measurement for images and how to select high-quality images.

I. CREATING AND DESIGNING DOCUMENTS

3 2 1 N

___ ___ ___ ___ 1. Demonstrate the effective use of the design process, (i.e., thumbnails, rough drafts, and comprehensive layout).

___ ___ ___ ___ 2. Demonstrate the effective use of graphics (i.e., line art, continuous tone, halftone, halftone screen, cropping, scaling, vector and raster graphics, and resolution).

___ ___ ___ ___ 3. Demonstrate the effective use of typography (i.e., downloadable [soft] fonts, typesetting, points, picas, alignment of text, drop shadows, leading, tracking, and kerning.

___ ___ ___ ___ 4. Proofread, edit, and revise text using standard proofreading symbols.

___ ___ ___ ___ 5. Determine the most appropriate type of desktop publication based upon the purpose, intended audience, life of the publication, cost limits, and time constraints.

___ ___ ___ ___ 6. Design a layout for readability and attractiveness by use of effective white space, column position and spacing, page margins, and graphics placement (boxes, lines, illustrations, images, etc.).

___ ___ ___ ___ 7. Develop a desktop publication including *original* graphics created using drawing and paint tools.

__ __ __ __8. Generate a variety of documents such as a flyer, a bulletin, proposals, reports, a newsletter, a brochure, catalogs, business cards, greeting cards, a letterhead, an advertisement, labels, handouts, and information forms.

__ __ __ __9. Incorporate original digital camera image into a desktop publication.

__ __ __ __10. Insert and transform photos using cropping, resizing, flipping, rotating, skewing, and shadowing.

__ __ __ __11. Understand the importance of preplanning a document, including creating a thumbnail sketch.

__ __ __ __12. Create multiple-page documents by inserting and deleting pages and using facing pages.

__ __ __ __13. Understand that documents are printed on different types of paper that have different sizes, weights, and finishes.

__ __ __ __14. Understand the different types of parallel folds that are used with publications, including z-fold, tri-fold, and half-fold.

J. DEVELOPING A DESKTOP PUBLISHING PORTFOLIO

3 2 1 N

__ __ __ __ 1. Identify careers in the desktop publishing field.

__ __ __ __ 2. Explain the purpose of portfolios and how to select the pieces to include in the portfolio.

__ __ __ __ 3. Create a resumé to include in the portfolio.

__ __ __ __ 4. Assemble a career portfolio of a variety of documents produced in the course, including a flyer, a bulletin, proposals, reports, a newsletter, a brochure, catalogs, business cards, greeting cards, a letterhead, an advertisement, labels, handouts, and information forms